



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-59 (GP-064-07-US)

Applicant: Nelson MINAR

Serial No.: 10/750,361

Filing Date: December 31, 2003

Title: EMBEDDING ADVERTISEMENTS IN SYNDICATED CONTENT

Examiner: Not yet assigned

Group Art Unit: 2171

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

Information Disclosure Statement Transmittal

The applicant respectfully requests that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed.

The applicant reserves the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application. Indeed, some of the references are clearly dated after the filing date of the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure

Statement should be considered under 37 C.F.R. §§ 1.97(b)(3).  
Accordingly, it is believed that no fee is due. If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

Dated: July 18, 2006

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CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on July 18, 2006 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

John C. Pokotylo  
John C. Pokotylo

36,242  
Reg. No.

U.S. Department of Commerce  
Patent and Trademark Office

Complete if Known

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
(use as many sheets as necessary)

Application Number: **10/750,361**  
 Filing Date: **December 31, 2003**  
 First Named Inventor: **Nelson MINAR**  
 Group Art Unit: **2171**  
 Examiner Name: **Not yet assigned**

 Sheet **1** of **1** Attorney Docket No.: **Google-59 (GP-064-07-US)**
**OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS**

| Examiner Initials* | Cite No. <sup>1</sup> | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source | T <sup>2</sup> |
|--------------------|-----------------------|--|----------------|
|                    | AC                    | Chad Dickerson, "Experiments in the RSS economy: the sequel", <u>InfoWorld</u> (June 9, 2005), at <a href="http://weblog.infoworld.com/dickerson/001458.html">http://weblog.infoworld.com/dickerson/001458.html</a> , pp. 1-3 (downloaded 7-18-06).          |                |
|                    | AD                    | Chad Dickerson, "New InfoWorld RSS feeds and changes", <u>InfoWorld</u> (July 23, 2003), at <a href="http://weblog.infoworld.com/dickerson/000209.html">http://weblog.infoworld.com/dickerson/000209.html</a> , pp. 1-3 (downloaded 7-18-06).                |                |
|                    | AE                    | Chad Dickerson, "Google: don't be evil", <u>InfoWorld</u> (August 1, 2005), at <a href="http://weblog.infoworld.com/dickerson/003652.html">http://weblog.infoworld.com/dickerson/003652.html</a> , pp. 1-3 (downloaded 7-18-06).                             |                |
|                    | AF                    | Jason Kottke, "Google attempting to patent RSS advertising?" (Posted July 29, 2005), <a href="http://www.kottke.org/05/07/google-patent-rss-advertising">http://www.kottke.org/05/07/google-patent-rss-advertising</a> , pp. 1-3 (downloaded 7-18-06).       |                |
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| Examiner Signature | /Donald Champagne/ (09/23/2008) | Date Considered |  |
|--------------------|---------------------------------|-----------------|--|

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.